

*Where Culture, History & Education are woven together.*

**GRADES: 10-12**

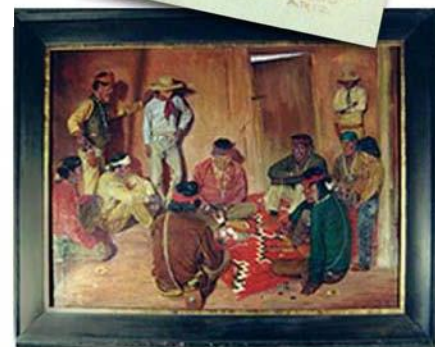
**DURATION: 10-14 hours**

**PROJECT:** Concept, design and create marketing pieces to advertise an art exhibit for Hubbell artist Elbridge Burbank, sponsored by Hubbell Trading Post.

Your advertising agency has been selected to handle the advertising and marketing of an artist exhibit. Even if you've never heard of the artist or been to a museum, you'll have to research his art, think about what the public needs to know in order to attend and how you'll visually convey all that information in a way that will get attention!

Exhibit will feature 100+ images Burbank created while at Hubbell Trading Post, including his red conte drawings, portraits and still life paintings. Event will be advertised in local and regional magazines and newspapers. VIP list, visitors and 'Friends of Hubbell' will be invited to opening night event held in visitor center. Black tie optional. Light snacks will be served. Use your birthday for date of event.

Contact info: [nps.gov/hutr](http://nps.gov/hutr) 800-543-5678



## **IMPORTANT**

Receiving a project that you have no familiarity with is a common experience in the real world. This project will encourage exposure to cultural experiences students may not be familiar with. It is designed to teach them to problem solve and find the answers they need.

Have students present their designs to class. This is an opportunity to practice public speaking and group critiques.

Field trips (virtual or actual) to Hubbell Trading Post to see the actual paintings and art may inspire students. Virtual and real visits to other exhibits and museums would be positive as well. Good Luck!



# LESSON PLAN

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## **OBJECTIVE:**

### **Student will be able to:**

- Organize multiple projects and their requirements
- Research online and in printed materials to find relevant information about artist.
- Utilize creative process of thumbnails to visualize concepts.
- Apply a concept and visuals to a variety of formats and color modes.
- Use appropriate technology to create artwork.
- Modify artwork to meet different printing requirements
- Develop critical thinking skills and problem solving capabilities

### **You'll concept, design and produce these pieces to inform audience about upcoming event:**

#### **Poster**

- 4/c 16x20 vertical/horizontal
- Photoshop or illustrator to create images
- Indesign to add copy, etc.

#### **Invitation**

- 250 guests
- Unique format (die cut, emboss, unique fold)
- 4/4
- Photoshop for images, illustrator for art, indesign to combine

#### **Newspaper ad**

- 6x4 black & white ad
- Design should reflect poster design
- Photoshop for images, illustrator for art, indesign to combine

#### **Program cover for exhibit**

- 8x10
- 2/c
- Photoshop for images, illustrator for art, indesign to combine
- Design should expand on poster design, not be the same design.
- They've already seen that and now, show them something else... similar but different.

Also, web graphics for internet site, email blasts, etc.

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## **Find out why he is unique**

Who	What	Why
When	How	Where
How much	How many	

## **Images in Hubbell collection**

Use as main visual

Red conte drawings, portraits, still life or ????

## **RESOURCES:**

IMAGES ONLINE AT [NPS.GOV/HUTR-hubbell](https://www.nps.gov/hutr-hubbell) art collection

## **PROJECT & GRADE MODIFICATIONS:**

### **For a group lesson with elementary students:**

- Research Burbank's collection, portrait style and conte crayon technique
- Discuss goal of advertising and importance of persuasive writing
- Create student portraits in Burbank style
- Design a poster to advertise art exhibit sponsored by Hubbell Trading Post that features student portraits in Burbank's conte crayon style and other art.
- Students could also design posters to advertise their art exhibit.
- Have students write persuasive letters to invite people to come to their classroom art exhibit

### **In conjunction with 4<sup>th</sup> & 5<sup>th</sup> grade Reflections program:**

Plan a student art show in conjunction with a PTA meeting.

Students create advertising for the event, including posters, banner for school website, and/or a school newsletter.

Students write press releases for school announcements and local newspapers.

**Contact us at 928-755-3475 or email us at [hutr\\_ranger\\_activities@nps.gov](mailto:hutr_ranger_activities@nps.gov)**

For additional information, Fieldtrips, Traveling trunks and support materials, contact Director of Interpretation [education], Hubbell Trading Post National Historic Site, PO Box 150 Canado, AZ 86505

**[www.NPS.GOV/HUTR](https://www.NPS.GOV/HUTR)** for additional info and resources.

Please email your lesson plans and finished designs to **[hutr\\_ranger\\_activities@nps.gov](mailto:hutr_ranger_activities@nps.gov)**